

**[0139]** 1. A method of dynamically optimizing customer retention for a web marketing site, comprising:

specifying a range of offers to be included in a set of promotions;

providing a promotion to a customer if the probability that the customer will become defunct in the predetermined period of time since the last interaction of that customer with the web site is greater than a predetermined threshold.

**[0141]** 3. The method of claim 2, wherein the characteristic is an amount that the customers spent at the web site in the past.

**[0143]** 5. The method of claim 1, wherein the last interaction includes making a purchase from the web site.

**[0144]** 6. The method of claim 1, further comprising maximizing profit by optimizing an amount of discount offered in the promotion.

**[0145]** 7. The method of claim 6, wherein optimizing is performed continuously.

[0146] 8. The method of claim 6,

wherein optimizing includes sampling responses received from customers that are offered promotions of varying amounts; and  
optimizing the promotion amount provided to other customers based

**[0147]** 9. The method of claim 1, wherein data related to whether a customer has interfaced with the web site is stored in the database.

**[0148]** 10. The method of claim 1, wherein an amount spent by a customer is stored in a database.

**[0149]** 11. The method of claim 9, wherein a customer is segmented for random sampling based on the amount spent by that customer.

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